

Central Hollywood Coalition  
A Non-Profit Corporation  
1680 Vine Street, Suite 216 – Hollywood, CA. 90028  
MINUTES  
September 9, 2008  
Board of Directors Meeting  
Los Angeles Film School  
6353 Sunset Boulevard  
Hollywood, CA. 90028

**Officers and Directors Present**

(Sign in sheet attached to these minutes as Appendix A)

Dirk Degraeve, President, Paramount Contractors  
Craig Donahue, Vice President, The Donahue Group  
Duke Gallagher, Secretary/Treasurer, The Production Group  
Carol Massie, Assistant Secretary/Treasurer, McDonald's Restaurants  
Susan Durante, Los Angeles Film School  
Richard Falzone, Off Vine Restaurant  
Brad Folb, Paramount Contractors  
Ryan Harter, CIM Group  
George NeJame, Hudson Capital  
Michael Pogorzelski, Academy of Motion Picture Arts and Sciences

**Absent**

George Abou-Daoud, Bowery Street Enterprises  
Shake Bakalyan, Wells Fargo Bank  
Brent Gaulke, Gerding Edlen  
Darcy Judd, Robertson Properties Group  
Father Michael Mandala, Blessed Sacrament Church  
Fred Rosenthal, Ametron

**Consultants**

Kerry Morrison, Hollywood Property Owners Alliance  
Sarah MacPherson, Hollywood Property Owners Alliance  
Joseph Mariani Jr., Hollywood Property Owners Alliance  
Katie Zandona, Hollywood Property Owners Alliance  
Don Duckworth, Duckworth Consulting  
Steve Seyler, Andrews International Security  
Bill Farrar, Andrews International Security

**Guests**

Stuart Falk, Thomas Safran and Associates (6222 Fountain Ave.)  
Natalie McMenemy, AFI Film Festival  
Gerald Van Wijk, AFI Film Festival

**1. Call to Order**

The meeting was called to order by Board President Dirk Degraeve at 4:08 P.M.

**2. Public Comment**

Stuart Falk, 6222 Fountain Ave., gave a brief update about his comments regarding the Los Angeles County Mental Health Facility at the last board meeting. Since that time Mr. Falk has been in touch with Council President Garcetti's office. The office referred Mr. Falk to an individual at the Los Angeles County office in order to see if it would be possible to either move or reconfigure the building.

**3. Approval of Board Minutes**

**It was moved by Susan Durante, seconded by Richard Falzone and CARRIED to approve the minutes from the July 15, 2008 CHC Board Meeting. Unanimously approved.**

**4. Treasurer's Report**

Duke Gallagher informed the board that he had sent both the July and August financial packets to the board members for their review. Since the board's last meeting Gallagher had met with the City to discuss the BID's interest income. Gallagher pointed out that interest income on the financials, distributed during the meeting, is basically from the BID's Wells Fargo account. Gallagher sent a notice to the city that there was approximately \$25,000 owed to the BID from the City. Gallagher has been in touch with the City and they said they have discovered \$12,000 and there is still close to \$11,000 that they recognize as still due. In addition to this, Gallagher reported that delinquencies are down to \$6,000. Gallagher requested that Committee heads please submit budget requirements for the New Year. Streetscape Committee Chair, Michael Pogorzelski informed the Board that the Streetscape Committee would like to see an increase in dollars available in order to increase pressure washing services as part of their budget in the New Year. A more formal proposal would be made at the board's next meeting.

**It was moved by Brad Folb, seconded by Craig Donahue and CARRIED to approve the Treasurer's Report from August 31, 2008. Unanimously approved.**

**5. Committee and Program Reports**

**A. Security Committee**

1. Update on LAPD Surveillance Camera Location: Joe Mariani informed the board that the HPOA staff had met considerable resistance from the CRA engineering staff to put a repeater on the ArcLight Parking structure. As an alternative, Captain Farrell recommended the intersection at Sunset Boulevard and Cahuenga Boulevard as a second option. Mariani reported that on September 4, 2008, he and Kerry Morrison had met with Captain Girmala, LAPD, Metro Video and representatives from the CNN building to discuss the possibility of placing a camera and/or repeater on their building. In response to Metro's recommendation after surveying the intersection, the HPOA is in the process of

trying to contact LADOT to get permission to place the camera on the ATSAC pole located in front of Amoeba Records.

2. Report on maintenance in BID Security office floor/carpet repairs: Morrison reported that the BID Security Office, where Andrews International is located, is in need of some repair. The carpet in the location is in bad condition due to the heavy foot traffic that frequents the location on a daily basis. Morrison informed the board that some minor repairs would be taking place to help keep the location up to date. Hollywood BID has since replaced all the chairs in the office, and Morrison spoke with Gallagher about the necessary repairs to see if the SVBID could use some contingency funds to replace the carpet in the office with a polished cement floor since there is a lot of wear and tear on the carpet.

3. Report from Andrews on trends in area: Steve Seyler gave stats on arrests and trends in the area over the last two months. Andrews recently observed that the north side of Sunset Boulevard by Bronson Avenue has had increased amount of gang graffiti. Andrews has since reported this activity to LAPD so they can continue to monitor the situation. Seyler reported that the BID patrols have continued keeping up with outreach activities, and are trying to still work with PATH to get individuals in the area into services.

## **B. Marketing and Communications**

1. AFI Film Festival Presentation: Natalie McMenemy and Gerald Van Wijk presented to the board sponsorship information regarding the upcoming AFI Film Festival at the ArcLight Cinemas on Sunset Boulevard. The festival returns this year with several big name directors and films. Board members and community members are welcome to attend.

## **C. Streetscape Committee**

1. General Report on Activities: Sarah MacPherson thanked Michael Pogorzelski and the AMPAS Pickford Center for lending their facility for the William Whyte film screening last month. MacPherson also mentioned that she had been contacted by potential vendors who claim to have products that will remove etching(s) from glass on buildings. MacPherson was introduced to one of the vendors at the BID Consortium meeting last month. The other vendor that came forward was referred to her from Carol Massie.

2. Freeway Off Ramp Status: MacPherson reminded the Board of the discussion at last month's meeting regarding freeway off ramps in the Hollywood area. MacPherson distributed photos of the various ramps, which showed their before and after conditions after a recent Cal Trans clean up effort took place at the request of the BID office. MacPherson is researching a way to implement an adopt an off ramp program with neighborhood councils in the area

to help ensure regularly scheduled clean up efforts to help keep the off ramps clean.

**3. Timeline for Competitive Bidding Process for Maintenance**

Contract: Michael Pogorzelski reported that the Streetscape Committee will be bidding out the Street Maintenance contract for the 2009 year. The committee is looking into certain areas of service, such as increased pressure washing throughout the district. A sub committee has been formed to help compose and bid out the RFP. MacPherson reviewed with the board the timeline for the RFP process.

**4. Adjustment to Maintenance Contract to Allow for Additional**

**Pressure Washing in Targeted Areas:** MacPherson reported on a walk through of the Sunset and Vine BID performed by herself joined by Joe Mariani and Rick Anderson from Clean Street. The purpose was to identify areas in need of intense pressure washing in some high traffic areas in the BID. The Streetscape committee has made a motion to propose intense pressure washing on an hourly basis not to exceed \$6,600 in these areas which were identified during the walk through of the entire BID.

**It was moved by Duke Gallagher, seconded by Michael Pogorzelski and CARRIED to allow Clean Street to begin additional pressure washing on an hourly basis, in the areas listed in the distributed document for a cost not to exceed \$6,600 as a one time expenditure from the Beautification account. Unanimously approved.**

**6. New Business**

**A. Discussion re/bylaws provision relative to nominating process and election of officers – in anticipation of 2009 cycle:** Morrison informed the board that Brad Folb had asked to have a general discussion about the board's nominating process and election of officers in preparation for the New Year. Various issues were discussed including: the possible replacement of Brad Folb with his brother Brian Folb, should business commitments force him to resign from the board before the end of his term; formalizing the procedure for the election of members and officers; recruiting new officers, including someone to replace Dirk Degraeve as Board President. Questions were raised about the timing of changes to be made. Morrison said she would be willing to meet with a committee to form a staggered term limit and possibly look into restructuring the current bylaws. Morrison cautioned the board as to setting a precedent of letting resigning board members select their successors. Morrison and Degraeve recommended the formation of a bylaws revision committee to develop a proposal for the Board at the November's meeting. The following board members volunteered to be a part of the Bylaws Revision Committee.

Bylaws Revision Committee  
Craig Donahue

Brad Folb  
Ryan Harter  
Susan Durante  
Duke Gallagher  
Dirk Degraeve

**B. Duckworth Consulting: Review of Current Scope of Responsibilities and Tasks Outstanding for Q4 2008:** Morrison informed the board that the HPOA staff has already requested a proposal from Willdan Financial to keep up to date the BIDs database on a quarterly basis, as Don Duckworth was previously doing. Duckworth reported that all City reports are turned into the City and are currently up to date. Morrison recommended that the Executive Committee and Don Duckworth could meet to make the transition as smooth as possible.

**It was moved by Carol Massie, seconded by Ryan Harter and CARRIED to allow the HPOA staff to work with the Executive Committee and Don Duckworth to complete the Sunset and Vine BID's transition from Duckworth Consulting. Unanimously approved.**

In closing Dirk Degraeve, on behalf of the CHC Board of Directors acknowledged and thanked Mr. Duckworth for his years of commitment to the Sunset and Vine BID. Duckworth thanked the Board and wished the BID the best going forward.

## **7. Report from Kerry Morrison**

**A. Possible CHC Annual Dinner:** Kerry Morrison suggested that this year the board may want to consider hosting an annual dinner for the Central Hollywood Coalition Board of Directors, after the board's November 2008 Board Meeting. The dinner would take place at a location within the Sunset and Vine BID. Morrison would follow up with the group on the idea at the board's October board meeting.

**B. Update on 6222 Fountain Ave. Property:** Morrison informed the board that recently Sarah MacPherson and Joe Mariani, along with Board President Dirk Degraeve had attended a meeting with the representatives of the property owner at 6222 Fountain Ave., currently owned by Thomas Safran and Associates. The staff met with Jordan Pynes and Stuart Falk to talk about the BID and the various functions performed in the area on a daily basis. At the request of the owner, the representatives asked if there was any way possible to have their parcel removed from the BID as it currently serves as a low income senior housing facility and is situated off the Vine Street commercial corridor, thus not benefiting from BID services as compared to Vine Street properties. After a tour staff's research revealed that the property is zoned as a commercial property due to the fact that the building houses a Dental and Doctor office which are primarily used by residents in the facility. This case was brought to the board's attention to consider the owner's request however, Morrison reported that ultimately the decision would have to be made by the City as to whether or not the parcel could be removed.

**8. Consultant's Report**

None.

**9. Next Meeting**

The next meeting was scheduled for October 14, 2008 beginning at 4:00 P.M. at the Los Angeles Film School (6353 Sunset Blvd., Los Angeles, CA. 90028).

**10. Adjournment**

Following the meeting the board would be touring the newly renovated CNN building with Mark Henderson, Broadreach Capital.

There being no further business the meeting was adjourned by Board President Dirk Degraeve at 6:01 P.M.